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ADVOCACY INSTITUTE

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ADVOCACY INSTITUTE

Become a Leader for Social Justice



Work for What You Believe In

Why fight for



**"Injustice anywhere is a threat to
justice everywhere."**

Dr. Martin Luther King Jr., Social Justice Leader

- Designing and conducting Fellows Programs, intensive one- to four-week justice advocacy leadership development programs, based on extensive needs assessments.
- Movement building among tobacco control and public health advocates in the U.S. and abroad.
- Recognizing and supporting social justice leadership through a national awards program in partnership with the Ford Foundation and the Robert F. Wagner Graduate School of Public Service, New York University, *Leadership for a Changing World* highlights the importance of leadership in improving peoples' lives.
- Convening potential allies for relationship building, strategy exchange and joint action planning.
- Providing strategic guidance and support.
- Networking among over 500 Advocacy Institute alumni in 48 countries.
- Documenting and disseminating advocacy lessons drawn from our networks.
- Offering paid internship opportunities to college students and recent graduates, including the Angie Martin Public Interest Fellowship Program.

The Advocacy Institute is a non-profit, tax-exempt organization under Section 501 (c)(3) of the Internal Revenue Service Code. Donations are tax-deductible to the fullest extent allowed by law. For more information about *Become a Leader for Social Justice* or the Advocacy Institute, please contact us at: Advocacy Institute, 1629 K St., NW, Suite 200, Washington, DC 20006-1629 Tel: 202/777-7575 Fax: 202/777-7577 Email: info@advocacy.org

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Additional copies are available for US \$4, including shipping and handling.*

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About the Co-Authors

Amy Andrews served as an Everett Public Service Intern at the Advocacy Institute. She is a graduate of the University of Richmond, where she earned a B.A. in Political Science with a minor in History. She is now working in Washington, DC as a government analyst.

Wylie Chen is an Angie Martin Public Interest Fellow at the Advocacy Institute. He is a graduate of the University of Oregon, where he earned a B.S. in Planning, Public Policy and Management with minors in Business Administration and Women's Studies. As the student body president of the University, he organized efforts and advocated for diversity, human rights, health care, gender equity, shared governance and equal access to education.

Mico McCauley, who has worked as an Intern and an Administrative Assistant at the Advocacy Institute, hails from Liberia, West Africa. He worked as a journalist for the Daily Observer newspaper in The Gambia, West Africa before coming to America in 1997 to further his undergraduate studies. He presently attends Bethany College in West Virginia.

About the Advocacy Institute

The Advocacy Institute is dedicated to strengthening the capacity of political, social and economic justice advocates, both within the U.S. and internationally, to influence and change public policy.

A behind-the-front lines organization, the Advocacy Institute brings together seasoned advocates and community-based leaders to help build their capacity to advocate for just and civil societies. Skills are enhanced, ideas are nurtured into cohesive strategies, and advocates gain greater maturity and skill as movement leaders.

Our mission is carried out through the following core activities designed to enable movements and organizations to set public agendas:

social justice?

Imagine building a movement that transforms injustice by building a society based on justice and equality. People as social justice leaders who they work to make the world a better place for themselves, their families, and their communities. Becoming a leader for social justice provides people with an opportunity to make a contribution to improving people's lives, rather than sit back and watch the world go by.

- Make a positive difference in the communities around you and work for what you believe in.
- Gain experience and knowledge in social justice issues.
- Gain a strong sense of community solidarity and support by working on social justice issues.
- Build your capacity for leadership, creativity, skills and strengths to create positive change in social issues.

Social Justice through Advocacy

Social justice advocates are leaders who serve as “change agents” and “watchdogs” for the public by influencing public policies that benefit all people, particularly those who are underrepresented. Advocates for social justice have a strong desire and passion to change society for the better. Acting on their passion and vision, they go beyond wishing that things would change to actually working to create change by putting their words into action.

Anyone can become a social justice advocate. While writing, public speaking, data analysis, information research and organizing are helpful, your skills can come from virtually any field of study.



Volunteer and Work Opportunities Abroad

Lists programs for students and young professionals in a wide variety of academic disciplines and fields. Opportunities mentioned here are both long and short term in all areas of the world. Some of the programs require a fee, while others provide such benefits as a stipend or salary, housing and meals, transportation, and/or insurance.

www.towson.edu/studyabroad/workabroad.html

internshipprograms.com Self-described as “the largest internship community on the Internet” this site allows you to research and apply online for internship positions when you register as a member. www.internshipprograms.com

monster.com Provides links to books and nonprofit organizations with information on obtaining an internship. You can also post your resume on this site. www.campus.monster.com/articles/internship/nonprofit.html

Peace Corps Tens of thousands of people have served as volunteers since 1961, helping change and improve the human condition at the grassroots level. The Peace Corps provides volunteer opportunities teaching children the basics of math, science, and English; working with a community to protect the local environment; and helping people stay healthy, expand their businesses, or grow more nutritious food. www.peacecorps.gov

Save the Children Committed to serving children and families in need in 15 states across the United States and in more than 35 developing nations around the world. Save the Children employs highly skilled administrative, managerial, and other professional and technical staff and offers both employment as well as volunteering opportunities. www.savethechildren.org

SERVEnet A "premier website on service and volunteering," SERVENet is a resource tool created by the Youth Service America (YSA). Users can search for volunteering opportunities in their communities by entering their zip code, city, state, skills, interests, and/or availability and be matched with organizations needing help. www.servenet.org

Teach for America Interested individuals can find out about joining this teaching corps, which places members in 13 sites around the U.S. to teach in under-resourced urban and rural public schools. Members make a two-year commitment. www.teachforamerica.org

Nonprofit Job Listings A collection of links with nonprofit job listings and helpful tips on getting jobs in the nonprofit sector from About.com. www.nonprofit.about.com/msubjob.html

Advocates develop their vision and ideas and put their words into actions to create positive change that improve people's lives.

An advocate promotes the good of society in a number of ways, including:

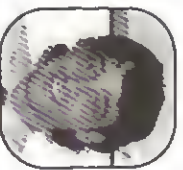
- **Grassroots Organizing** Getting people actively involved in social justice issues through public demonstrations, rallies, leafleting, canvassing and protests to help bring important issues to the political arena.
- **Strategy Development** Influencing the public and government to support effective public policies working together with researchers, analysts and activists.
- **Alliance/Coalition Building** Establishing networks with individuals, groups, and organizations working for social justice. When individuals, groups, and organizations become allies they form a stronger body for promoting social change.
- **Media Advocacy** Getting the public interested in an issue through TV, newspapers, radio and the Internet. Media advocacy fuels public concern about important social justice issues.
- **Lobbying** Persuading lawmakers to support legislation that will promote the public interest. Improving legislation is a valuable component to achieve social justice.

Get Involved!

Get involved with social justice issues such as human rights, civil rights, gender equity,

environment, health care, eliminating poverty, and other issues that affect people's lives. Familiarize yourself with social justice efforts in a local issue: it's easier to see the different aspects of advocacy through more localized campaigns.

The following profiles focus on different arenas and tools of advocacy:



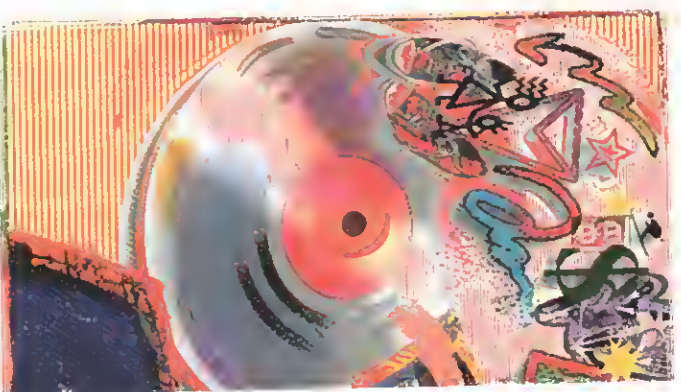
Civil Rights Advocacy "Even though laws have been passed, the practice of discrimination continues to take place on a daily basis, so there is a real need for the next generation of civil rights

workers," says Brian Komar, policy analyst

at The Leadership Conference on Civil Rights (LCCR)

(www.civilrights.org). He is also a lobbyist, and has successfully

lobbied Congressional members to defeat anti-affirmative action legislation. LCCR's efforts have led to the passing of the Hate Crime Bill. Brian studied history at the University of Illinois where his interest in civil rights issues was sparked.



Nonprofit Internet Sites To Help You Find Jobs, Internships and Volunteering Opportunities

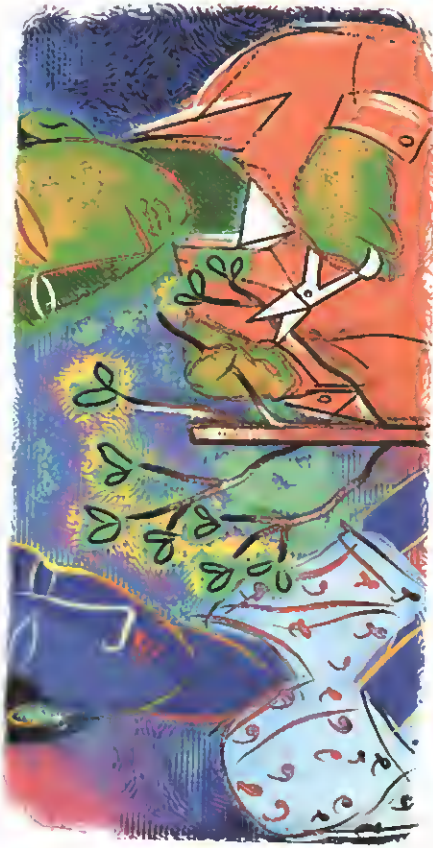
Access: Networking in the Public Interest A comprehensive national resource for employment, internships, volunteering, and career development in the non-profit sector. www.accessjobs.org

Public Allies An organization committed to building strong community leadership among young adults through leadership training and professional apprenticeships in community organizations. They identify a diversity of talented young adults and create opportunities for them to practice leadership and strengthen their communities in a new alliance with people from neighborhoods, non-profits, business and government. www.publicallies.org

Global Volunteers An international non-profit, non-sectarian development organization, whose goal is peace through mutual understanding. The Global Volunteers program centers on a one to three-week volunteer work experience in Asia, Africa, Latin America, the Caribbean, Europe, or the United States. www.globalvolunteers.org

Habitat for Humanity International Offers many ways to get involved in an organization at work throughout the United States and in 59 other countries around the world trying to eliminate poverty housing. www.habitat.org

Idealist Search for job and volunteer opportunities in 15,000 organizations in 130 countries. Idealist serves as a clearinghouse for organizations and allows them to enter and update information about their services, volunteer opportunities, job openings, internships, upcoming events and publications. www.idealist.org



Resources and Tools

Books

Good Works: A Guide to Careers in Social Change

A national directory of social change organizations; the first directory to present alternatives to traditional corporate employment. This directory lists the aims and projects of over 1000 organizations and provides background information on contacts, starting salaries and benefits, types of staff openings, available internships, annual budget, funding sources, and the application process. www.essential.org/goodworks

Non-Profits' Job Finder A resource that gives detailed information on different types of job search strategies. The second edition was published in 1994. Rather than providing information about advocacy groups, this book lists resources, such as websites, job hotlines, and specialty publications that can lead you to current job openings. Write to Planning/Communications, 7215 Oak Avenue, River Forest, IL 60305-1935, or call (708) 366-5200.

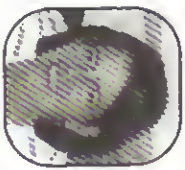


Environmental Advocacy Environmental advocates work to preserve natural resources to provide a healthier and more positive world for future generations. Blake Etheridge heads up the Campaign on Auto Pollution (CAP) (www.icta.org), formerly known as the Gas Guzzler Campaign, whose activities include composing "letters to the editors" and monitoring air quality. Blake's background in chemistry and politics is useful for promoting an environmentally viable system of public transportation.



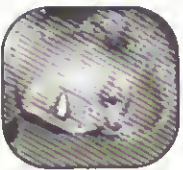
Immigration Advocacy Robert Sakaniwa also works at ICCR, a coalition of more than 185 organizations, advocating for equality and a just society for all. Bob works specifically with immigration issues. His work involves trying to educate a broader civil rights community about the need to reverse some of the harsh immigration laws that were enacted by Congress in 1996. His study of political science at Middlebury College in Vermont developed his interest in the democratic process.

Online Advocacy "The Internet is an excellent way to pursue social justice issues," says Rob Manix, an online organizer at Neighborhood Reinvestment Corporation (www.nw.org). He sees the Internet as a "natural extension" of advocacy work. Rob's ability to blend information technology with politics helped him develop an online strategy for Greenpeace.



Legal Advocacy Legal advocates promote important legal issues. Elizabeth Arndorfer is the Senior Attorney at the National Abortion and Reproductive Rights Action League (NARAL) (www.naral.org). Elizabeth became involved in legal advocacy because she believes that protecting women's reproductive rights is fundamental to women's equality. Elizabeth's work helps advocates analyze legislation affecting abortion, contraception and AIDS.

Research Without research, advocates would be unable to prove to lawmakers the need for change. Sue Glick is a Researcher at the Violence Policy Center (VPC) (www.vpc.org), a gun control think-tank. Sue's work with gun violence issues includes identification of risk groups, prevention, and distributing policy fact sheets to the offices of key decision-makers. Her college studies involved statistical analysis, but actual work experience taught her how decision-making in government really works.



Media Advocacy "It is important to use the news media to expose people to important social justice issues," says Makani Themba-Nixon. She is the Director of the Transnational Racial Justice Initiative (TRJI), an organization committed to promoting justice in society. As a media advocate, Makani communicates important social justice messages to people in various walks of life.



Tips for Starting a Career in Public Interest Advocacy

- Acquire experiences that you could use to develop your knowledge, understanding and interests such as volunteering, working part-time or interning at advocacy organizations.
- Get involved in local advocacy issues: environmental, human rights, civil rights, gender equity, hunger and homelessness, etc.
- Research organizations that work to advance your issue of concern. Learn what they do and how they strategize.
- Become a member of advocacy organizations, like Amnesty International, Sierra Club or Greenpeace. Subscribe to their newsletters and visit their websites.
- Join a social change listserv, which will help you to network with advocates.
- Speak to an advocate working in your area of concern and ask what it takes to be a leader for social justice.

Make a Change Through Public Interest Advocacy

Public interest advocacy is an avenue to fight for social justice through local, state and national non-profit and non-governmental organizations. It seeks to uproot injustices from the soils of society through advocacy organizations.

An important prerequisite for obtaining a job in public interest advocacy is dedication to social change. When applying for a public interest job, express your personal belief and dedication in the work the organization is involved with, and why you want to help promote that particular cause.

Applying for a public interest job is just like applying for any other professional position. Send a cover letter and a resume in response to a specific job opening that you may have heard about. It is especially helpful to describe any non-profit work and volunteer experience you may have.

Grassroots Organizing

"No great social change movements have ever happened without somebody organizing behind the scenes," says Becky Canwell, the third from left in the National Field Organizer at the American Civil Liberties Union (ACLU) (www.aclu.org), an organization dedicated to protecting free-boms guaranteed by the Bill of Rights. Her work as a grassroots organizer involves teaching people how to lobby elected officials, how to set up a local campaign, and how to organize social justice campaigns.



WORKSHOP ON ADVOCACY FOR RACIALITY BUILDING OF THE SOON JUSTICE ADVOCATES

MAY 20-30, 1992

David joined from right, first row with Hassan Shalaby, an Advocacy Institute Fellow (on David's left) and other social justice advocates at a joint Environment-Social Development Organization (ESDO) and Advocacy Institute capacity building workshop in Phnom Penh, Cambodia.

A Leader Who Refused to Sit By and Watch

David Cohen has been a leader for social justice for the past 40 years. An advocate since the 1960's, he has dedicated himself to reforming social injustice throughout the United States, including his participation in the March on Washington where Dr. Martin Luther King, Jr. addressed over 250,000 demonstrators in his famous "I Have A Dream" speech.

He has dedicated himself as an advocate, organizer, lobbyist, and strategist on major social justice and political reform issues in the U.S. David's passions have led him to fight for issues including civil rights, anti-poverty, and reforming political processes by ending abuses of power in Congress and the corrupting effects of money in American politics. David played a leading role in the fight to end Congressional support and funding for the Vietnam War.

From 1975-81, David was president of Common Cause, the largest voluntary membership organization in the U.S. working to assure government accountability at all levels. David is currently a Co-Director at the Advocacy Institute, where his expertise is used to counsel, encourage and strengthen social justice advocates from all corners of the globe.